

### IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Original): A content information processing apparatus characterized by comprising:

first storage means for storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

viewing information processing means for specifying information of a content distributed to a terminal of the user via a network;

viewing history storage means for storing viewing historical information including at least the specified information of the content distributed to the user; and

incentive means for extracting the information of the content viewed by the user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents.

Claim 2 (Original): The content information processing apparatus according to Claim 1, further comprising distribution means for distributing a content to the terminal of each user.

Claim 3 (Original): The content information processing apparatus according to Claim 1, wherein the apparatus is connectable via a communication network to a content distribution terminal for distributing a content to each user over a network, and

the viewing information processing means obtains viewing historical information of a content distributed from the terminal of the content distributor to the user.

Claim 4 (Currently Amended): The content information processing apparatus according to ~~any one of Claims 1 to 3~~ Claim 1, further comprising:

second storage means for storing at least identification information of each user and assigned-area information indicating an area which the user belongs to, wherein

the first storage means further stores assigned-area information indicating an area which each content supplier belongs to, and

the incentive means specifies area information of a user, to which the content is distributed, with reference to the second storage means, specifies the content supplier belonging to the specified area with reference to the first storage means, and gives an incentive to the specified content supplier for the content distributed to the user.

Claim 5 (Original): The content information processing apparatus according to Claim 4, further comprising:

registration means for accepting registration of assigned-area information indicating an area, to which a viewer belongs, to store the information in the second storage means.

Claim 6 (Currently Amended): The content information processing apparatus according to ~~any one of Claims 1 to 3~~ Claim 1, wherein the viewing information processing means provides viewing historical information to each content supplier.

Claim 7 (Currently Amended): The content information processing apparatus according to ~~any one of Claims 1 to 3~~ Claim 1, wherein

with reference to the first storage means, the viewing information processing means provides each user with the information pieces of the content suppliers registered in association with the content viewed by the user and accepts the information of a desired content supplier selected from among the content suppliers by the user, and

the incentive means gives an incentive to the content supplier accepted from the user.

Claim 8 (Original): The content information processing apparatus according to Claim 7, wherein

the first storage means further stores advertising information of each content supplier, and

when providing each user with the information pieces of the content suppliers, the viewing information processing means provides the user with the advertising information pieces of the content suppliers stored in the first storage means.

Claim 9 (Currently Amended): The content information processing apparatus according to ~~any one of Claims 1 to 3~~ Claim 1, further comprising:

user information storage means for relating each user to a content supplier to store the relationship therebetween, wherein

the incentive means gives an incentive for the content viewed by the user to the related content supplier with reference to the user information storage means.

Claim 10 (Currently Amended): The content information processing apparatus according to ~~any one of Claims 1 to 9~~ Claim 1, wherein the incentive means collects a charge from each user who has received the distribution of the content and gives an allocation,

calculated from the collected charge at a predetermined rate, as an incentive to the content supplier.

Claim 11 (Currently Amended): The content information processing apparatus according to ~~any one of Claims 1 to 10~~ Claim 1, wherein

the content includes a video content to be screened at a theater, and  
the content supplier includes a theater and/or a video content distributor.

Claim 12 (Original): A content information processing system including a distribution apparatus for distributing a content to a terminal of the user via a network and a server for processing information related to each content distributed by the distribution apparatus, characterized in that the server comprises:

viewing information processing means for specifying information of a content distributed from the distribution apparatus to the terminal of the user;

first storage means for storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

viewing history storage means for storing viewing historical information including at least the specified information of the content distributed to the user; and

incentive means for extracting the information of the content viewed by the user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents.

Claim 13 (Original): A content information processing method executed by a computer, characterized in that

the computer performs the steps of:

storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

specifying information of a content distributed to a terminal of the user via a network;

storing viewing historical information including at least the specified information of the content distributed to the user; and

extracting the information of the content viewed by the user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents.

Claim 14 (Original): A computer program allowing a computer to perform the steps of:

storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

specifying information of a content distributed to a terminal of the user via a network;

storing viewing historical information including at least the specified information of the content distributed to the user; and

extracting the information of the content viewed by the user from the viewing historical information, specifying the content supplier associated with the extracted content

with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents.

Claim 15 (Original): A computer-readable recording medium storing a computer program which allows a computer to perform the steps of:

storing information of each content to be provided to a user at a real place and information of each content supplier, who provides the content, such that the information is associated with the other information;

specifying information of a content distributed to a terminal of the user via a network;

storing viewing historical information including at least the specified information of the content distributed to the user; and

extracting the information of the content viewed by the user from the viewing historical information, specifying the content supplier associated with the extracted content with reference to the first storage means, and giving a predetermined incentive to the specified content supplier in accordance with the description of the content distributed to the user and the number of contents.